

In a competitive environment, enterprises analyze the market and competitors to assess their strengths and weaknesses compared to other market players. This enables them to identify opportunities to improve competitiveness and develop strategies to achieve market leadership. However, successful strategy implementation requires not only an analysis of the external environment but also an assessment of the enterprise's internal capabilities and constraints.

Therefore, having a well-developed internal management mechanism that ensures effective resource utilization and aligns the strategy with organizational goals is critically important. By implementing an effective strategy realization mechanism, enterprises can achieve their objectives, improve efficiency and competitiveness, and strengthen their strategic position in the market for goods and services.

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THE ROLE OF PROJECT COORDINATOR IN THE IMPLEMENTATION OF INNOVATIVE STRATEGIES

Amidst the growing complexity of the modern business environment, characterized by digital transformation, market instability, and heightened global competition, the ability of organizations to implement innovative strategies has become a critical factor for sustainable development and long-term resilience. Achieving successful innovation outcomes requires not only strategic vision but also coherent coordination between high-level goals and day-to-day operational processes. Numerous studies have shown that effective planning for innovation cannot be realized without

systematic coordination of change implementation initiatives [1]. The project coordinator assumes a leading role, acting as a vital link between managerial levels, innovation policy, and operational teams. Their responsibilities go far beyond classical administrative tasks, encompassing the adaptation of management tools to conditions of uncertainty, strategic communication, and the coordination of cross-functional teams [2]. At the same time, an essential aspect of innovation-driven development is the formation of an effective project portfolio that ensures a balanced alignment between risk, available resources, and the potential for innovation. In practice, it is often the project coordinator who plays a central role in maintaining the strategic coherence of the portfolio and ensuring its alignment with the overall objectives of the organization [3].

The project coordinator is a key figure in the implementation of innovative strategies, as they ensure the effective transformation of strategic vision into concrete managerial actions. In the context of digital transformation, this role becomes even more prominent, encompassing not only operational coordination but also strategic change management and adaptation to highly dynamic environments. Digital leadership is emerging as a critical factor in project management, enabling the implementation of innovation through flexible approaches to resource and team management in the era of digitalization [5]. Effective management of innovation projects is impossible without the application of Agile leadership principles [4]. The project coordinator is not merely an administrator, but a facilitator of change who ensures that teams remain adaptive to new challenges and emerging technologies. This approach enables flexible responses to external shifts while preserving the organization's strategic direction.

Recent interdisciplinary studies demonstrate that coordinators are increasingly integrating artificial intelligence tools and digital analytics into decision-making processes. The incorporation of generative AI into design sprints allows coordinators to foster more efficient collaborative cycles between humans and machines, thereby enhancing the innovative performance of project teams. Moreover, the coordinator plays a critical role in ensuring interdepartmental synergy, which is essential for the successful implementation of innovation strategies within complex organizational structures. Achieving effective cooperation among diverse departments, functional units, and external partners requires not only technical expertise but also strong

communication and leadership competencies. This role becomes particularly important in inter-organizational projects or initiatives involving collaboration between public institutions, private enterprises, and academic organizations. In such settings, the coordinator must adapt to differences in management cultures, communication styles, and regulatory frameworks, while maintaining a balance between the autonomy of implementing units and the need for centralized oversight. Managing coordination in systems with distributed components demands a high capacity for data integration and flexible function reallocation, which makes it possible to optimize resource distribution and avoid redundancy.

Furthermore, the coordinator contributes to building horizontal linkages across teams, reducing departmental silos, and fostering a culture of collaboration. In this context, their role goes beyond organizing current workflows and extends to strategic visioning of synergy as a driver of sustainable innovation. This enables not only functional efficiency but also cross-functional coherence, which serves as the foundation for the successful implementation of transformative changes.

In summary, the role of the project coordinator in the implementation of innovation strategies is inherently complex and multidimensional. The effectiveness of their work determines not only the organizational alignment of actions but also the project's ability to adapt in a rapidly changing environment. The modern coordinator performs not only technical or administrative tasks, but also acts as a change agent, a facilitator of interdisciplinary collaboration, and a strategic moderator of innovation processes. Their capacity to integrate digital tools, manage knowledge, coordinate stakeholders, and foster synergy across organizational units makes the coordinator a central figure in innovation-driven transformation. Consequently, the development of a well-defined competency profile for project coordinators is a prerequisite for the successful implementation of innovative strategies in contemporary organizations.

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ЄВРОПЕЙСЬКИЙ ДОСВІД ТА СТРАТЕГІЧНІ ІНІЦІАТИВИ ЗЕЛЕНОЇ МОДЕРНІЗАЦІЇ ЕКОНОМІКИ ТЕРИТОРІЇ

Зелена модернізація економіки є одним із ключових напрямів сталого розвитку, орієнтованого на гармонізацію господарської діяльності з природними екосистемами. Такий підхід не лише забезпечує екологічну рівновагу, але й сприяє зростанню економіки. Європейський Союз відіграє провідну роль у впровадженні стратегічних ініціатив, спрямованих на екологічну трансформацію промисловості, енергетичного сектора та регіонального управління.

Досвід країн ЄС доводить, що ефективна модернізація економіки можлива лише за умови інтеграції економічних, соціальних та екологічних аспектів. Основними засадами стратегічного управління є [1; 2]:

1. Регіональні програми та планові угоди (оптимізація використання ресурсів через розвиток локальних екологічних ініціатив та інтегроване територіальне планування).
2. Децентралізація та врахування регіональної специфіки (адаптація стратегій під особливості місцевої економіки задля підвищення ефективності екологічних заходів).
3. Громадське партнерство (залучення громадськості до розробки та впровадження екологічної політики).
4. Міжнародна фінансова підтримка та залучення приватних інвестицій (створення умов для стимулювання інвестицій).